



VISION: Enhance the quality of life in the MAG region by applying technology and information sharing to improve the multi-modal transportation system.

Focus group workshops held in October and November provided the study team with valuable input about transportation issues and needs in the MAG region. Representatives from several local agencies, ITS professionals, and motorists who travel the region's roads and freeways shared their thoughts on transportation problems and how ITS can help. The first workshop included local, state and federal agencies. The second workshop was combined with the ITS Arizona Annual Conference and provided an excellent forum to promote the project as well as gain input from additional agencies and professionals in the ITS industry. The third focus group was scheduled as a public meeting and open to anyone who wanted to attend. The final workshop was included as part of a regularly scheduled 911 Public Safety Answering Point (PSAP) Managers meeting, and focused on issues pertinent to emergency management professionals.

The workshops were structured to allow all participants to identify their specific transportation concerns, needs, benefits and opportunities. Each participant also provided the team with their priorities as they related to each of the identified transportation needs. Attendees were asked to identify "high," "medium" and "low" priorities and equate those priorities as if they were allocating funding dollars.

Many of the 100+ needs identified by stakeholders in the MAG region focused on improving traveler information, interagency coordination, incident management, and enhancements to transit. These needs were refined into 56 ITS needs statements. The top 10 ITS needs for the MAG region are:

- u Need to integrate signal systems with freeway management system
- u Need to improve incident clearance at freeway interchanges
- u Need to improve regional signal coordination
- u Need to reduce incident clearance time
- u Need to improve accuracy and timeliness of traffic information to public
- u Need to improve VMS utilization with more traffic/incident information
- u Need to improve incident detection and notification to motorists
- u Need to increase inter- and intra-agency coordination
- u Need real-time transit schedule information
- u Need more accurate information about road construction/closures and alternate routes

These needs will be mapped to the National ITS Architecture User Services to determine which services are required to meet the regional needs. User Services are broad categories of ITS tools used by travelers and transportation providers (such as Pre-Trip Travel Information, Traffic Control, and Public Transportation Management).

The National ITS Architecture Market Packages also will be identified based on the regional needs and priorities. A Market Package is a group of technologies that can deliver a transportation service, such as regional traffic control or transit vehicle tracking.

These User Services and Market Packages will be used to update the regional ITS Architecture. This will serve as a blueprint for near-term and future deployment, as well as show the interrelationships among the various systems in the MAG region. The MAG ITS Architecture will make full use of the National ITS Architecture documentation and guidelines, and will be compatible with existing architectures in the region. Information resulting from these and future tasks will be included as part of a comprehensive ITS Implementation Plan for the MAG region.

In Touch

Your input and feedback are very important to the update of the MAG ITS Strategic Plan. Members of the study team are available to respond to any questions or comments about the study. We encourage you to contact us via phone, e-mail, or visit our website.

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To add or change an address, please contact Lisa Burgess at Kimley-Horn and Associates at (602) 944-5500 or e-mail at lbjburgess@kimley-horn.com

CALENDAR

All RISG meetings will be held at:	January 19, 2000	10:00-11:00am
MAG offices	February 16, 2000	10:00-11:00am
Saguaro Room,	March 15, 2000	10:00-11:00am
Third Floor	April 19, 2000	10:00-11:00am
301 N. 1st Avenue	May 17, 2000	10:00-11:00am
Phoenix, Arizona		

The MAG project manager will notify RISG members of any changes in meeting time or location via email or fax prior to scheduled meeting.

Regional ITS Stakeholder Group Meetings

Project Team

Kimley-Horn and Associates, Inc., TranSmart, Cambridge Systematics, and RH & Associates is working with MAG and the Regional ITS Stakeholders Group (RISG) to prepare the Strategic Plan Update. RISG members include:

William Beyer, CTOC
Jim Book, City of Glendale
Tom Buick, Maricopa County
David Cowley, AAA Arizona
Jim Decker, City of Tempe
Don Dey, SAIC
Mike Frisbie, City of Phoenix
Alan Hansen, FHWA
Steve Hogan, City of Scottsdale**
Sarath Joshua, MAG*
Mary Kihl, ASU
Brian Latte, City of Chandler
Scott Miller, RPTA
Scott Nodes, City of Peoria
Ellis Perl, City of Surprise
Alan Sanderson, City of Mesa
Richard Traill, Phoenix Aviation
Tim Wolfe, ADOT
Jim Wortham, Phoenix Fire
* Project Manager ** Chairman

ITS Strategic Plan



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